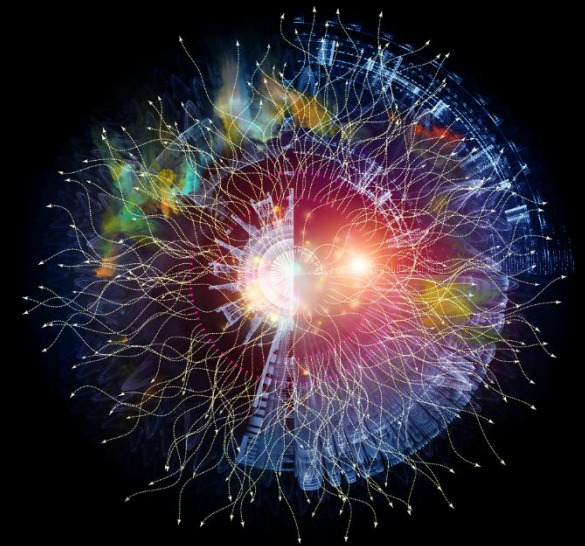


Influence at Work

Virtual seminar invitation

Seminar Objectives

In the business world, teamwork is essential. Learning how to influence and persuade others will help you do better and be happier at work, while also making a positive impact. This seminar combines ideas from management, sales and behavioral science to teach you how to connect genuinely, talk convincingly, and motivate effectively. You'll practice through fun activities, discussions, lessons, and real-world examples to get ready for success.



Seminar details



1 December 2023
Language: **English**
[Click here to register](#)



09:00-13:30 (EET)
(4 CPDs)



Virtual Seminar
(via Zoom)



€100 + VAT
(Deloitte Alumni are entitled to a 30% discount)

More information: [Deloitte Academy website](#) or cyacademy@deloitte.com

Facilitator

Dr Melina Moleskis

Behavioral economist | meta-decisions



Melina is a behavioral scientist. She harnesses the knowledge of how people act, make decisions and react to processes and incentives, in order to create better choices and positive change – in particular, in the areas of decision-making and productivity.

She works with private companies and the public sector to help solve puzzles, from low product uptake to inefficient work habits, and craft strategies that work with – not against – the grain of human nature.

As a certified corporate trainer, Melina applies this knowledge to organizational settings to help teams boost decision-making processes, embrace more productive habits and reach their fuller potential.

She is a visiting lecturer and guest speaker in executive education venues such as the George Washington University and Técnico Lisboa. She also co-leads the European chapter of the Global Association for Applied Behavioral Science (GAABS) and is a regular columnist for The Decision Lab, Insider and Forbes.

Melina holds a PhD in Managerial Decision Sciences and MSc in Research Methods from IESE Business School, MBA from NYU Stern with specialization in Strategy, and a BSc in Mathematics & Economics from LSE.

Who should attend?

The seminar is ideal if you want to persuade more successfully. Whether you want to win more clients, increase your standing within your team, or promote your ideas, it provides a blueprint for successful persuasion.

Agenda

You don't think the way you think

- Why do we agree to things we don't want to do and how can we resist undue influence from others?

Influence is your superpower

- How can we apply the seven universal principles of influence to win new clients and increase our standing within our organization?

You have more influence than you think

- What more can we do in special situation such as dealing with difficult people and promoting our idea up the ranks?